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10-30-83
P.2

Docket No. 740859-96

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:

Scott BLAIR

Serial No. 09/423,284

Filed: February 22, 2000

For: SUBWAY TV MEDIA SYSTEM

) Group Art Unit: 2613

) Examiner: WONG, Allen

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Date 10/10/03

RESPONSE

Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

In response to the Examiner's Office Action mailed April 10, 2003, please consider the following remarks in connection with the above-identified application.

REMARKS

The Examiner's Office Action of April 10, 2003 was received and its contents reviewed. Applicant would like to thank the Examiner for the consideration given to the above-identified application.

Claims 4, 5, 7 and 13-16 were pending in the present application prior to the above amendment, of which claim 13 is independent. Reconsideration and withdrawal of the currently pending rejections are requested for the reasons advanced in detail below.

Referring now to the detailed Office Action, claims 4, 5, 7 and 13-16 stand rejected under 35 U.S.C. §103(a) over Gerke et al. (U.S. Patent No. 5,009,384 – hereafter Gerke) and Steventon et al. (U.S. Patent No. 4,647,980), in view of Williams (6,038,426). Applicant respectfully traverses this rejection.